

2024 SPONSORSHIP PACKAGES

EXPAND YOUR BRAND'S REACH!

Reach hundreds of Southern Automotive decision makers all in one place! The Southern Automotive Conference offers a wide variety of impactful cost-effective sponsorship and marketing opportunities. In addition to general sponsorship benefits, specific deliverables are outlined with each level.

ALL CONFERENCE SPONSORS RECEIVE THE FOLLOWING:

- Company logo and link on the Sponsors Page or Partner Page of the conference website
- Recognition on the Sponsors Page or Partner Appreciation Page of the conference guide and on signage throughout the conference, corresponding with sponsor level
- Preferred booth location in the Exhibit Hall; Sponsors are guaranteed a prime location, corresponding with sponsor level
- Sponsor designation for conference name badge
- Advance copy of full contact information of all attendees

Only available to sponsors

PREMIER PARTNER - \$50,000

LIMITED NUMBER AVAILABLE (2)

This is an **EXCLUSIVE CATEGORY** intended to honor and acknowledge past supporters of both the Southern Automotive Conference (SAC) and the state associations who help organize and run the SAC. Categories include OEMs, Tier 1 and 2 suppliers, universities/ colleges/technical training institutions, economic development organizations/joint authorities, companies involved in supply chain/logistics and transportation/trucking, as well as service providers involved in quality consulting, accounting, HR/benefits, legal, insurance, etc.

- Special acknowledgement from the main stage at the beginning of the conference featuring company logo and product/service summary
- Custom banner with logo placed in a highly visible area throughout the conference
- Full-page color advertisement in SAC 2024 Conference Guide
- Complimentary special exhibit room for Legacy Sponsors adjacent to registration/reception area (*limited number available on a first come, first served basis*) -or- complimentary Exhibit Hall booth and priority location
- High-profile program mentions
- Logo placement in stage area
- Up to four (4) complimentary conference registrations
- Two golf teams (*4 players per team*)
- Golf hole sponsorship

CHAIRMAN'S LEVEL - \$25,000

LIMITED NUMBER AVAILABLE (4)

- Full-page color advertisement in SAC 2024 Conference Guide
- Complimentary Exhibit Hall booth and priority location
- Profile piece in SAC marketing newsletter & on SAC website
- Exclusive "Green Room" Reception with automotive association Board Members, OEMs, and Tier 1s before the Monday evening Reception
- Opportunity to deliver introduction for a general session
- "Presented by" association with mutually agreed upon agenda segment
- Logo placement in stage area and meeting room(s)
- High-profile program mentions
- Up to four (4) complimentary conference registrations
- One golf team (*4 players*)
- Golf hole sponsorship

PRESENTING PARTNER - \$15,000

- Opportunity to deliver introduction for general session - *for earliest signers only*
- Full-page color advertisement in SAC 2024 Conference Guide
- "Presented by" association with mutually agreed upon agenda segment
- Complimentary Exhibit Hall booth and priority location
- High-profile program mentions
- Logo placement in stage area
- Up to three (3) complimentary conference registrations

GOLD PARTNER - \$10,000

- 2/3-page color advertisement in SAC 2024 Conference Guide
- Half-price Exhibit Hall booth and priority location
- Up to two (2) complimentary conference registrations

SILVER PARTNER - \$7,500

- 1/2-page color advertisement in SAC 2024 Conference Guide
- Up to two (2) complimentary conference registrations

BRONZE PARTNER - \$3,500

- 1/3-page color advertisement in SAC 2024 Conference Guide
- Two (2) complimentary conference registrations

SEPT. 30 - OCT. 1

SAC 2024
SOUTHERNAUTOCON.COM

CHATTANOOGA, TN

CONVENTION CENTER

SPONSORSHIP CONTACT:
Jim.Skelton@tnchamber.org

RECEPTION & EVENT SPONSORSHIP OPPORTUNITIES

Sponsorship of reception functions is an excellent way to serve as the host of a special evening of food, drink, and entertainment. These prestigious packages will generate unparalleled goodwill and prominence for the sponsoring organization.

VIP TUESDAY GALA RECEPTION SPONSOR - \$30,000

LIMITED NUMBER AVAILABLE (4)

- Full-page color reception announcement or advertisement in SAC 2024 Conference Guide
- Complimentary Exhibit Hall booth and priority location
- Listed as reception presenting sponsor on all marketing material
- Verbal recognition at reception
- Prominent logo placement at the reception (signage, presentation, etc.)
- Logo listing on website and event email communications

MONDAY AFTERNOON MATCHMAKING EVENT - \$15,000

LIMITED NUMBER AVAILABLE (2)

- Complimentary Exhibit Hall booth and priority location
- Listed as reception presenting sponsor on all marketing material
- Verbal recognition at reception
- Prominent logo placement at the reception (signage, presentation, etc.)
- Logo listing on website and event email communications

MONDAY EVENING WELCOME RECEPTION - \$20,000

LIMITED NUMBER AVAILABLE (2)

- Full-page color reception announcement or advertisement in SAC 2024 Conference Guide
- Complimentary Exhibit Hall booth with priority location
- Listed as reception presenting sponsor on all marketing material
- Verbal recognition at reception
- Prominent logo placement at the reception
- Logo listing on website and event email communications

TUESDAY AWARD CEREMONY - \$17,500

LIMITED NUMBER AVAILABLE (2)

- Listed as award presenting sponsor on all marketing material
- Exclusive logo placement on event signage and all email communications
- Opportunity to offer introduction live on stage or by video (3 minutes)
- Reserved VIP seating for registered representatives and key customer s

TUESDAY BREAKFAST - \$12,500

LIMITED NUMBER AVAILABLE (2)

- Exclusive logo placement on signage in breakfast area
- Complimentary Exhibit Hall booth and priority location
- Verbal recognition at breakfast
- (2) complimentary conference registrations

MONDAY JOINT MEETING - \$7,500

LIMITED NUMBER AVAILABLE (2)

- Exclusive logo placement on signage for 7 state associations
- Opportunity to welcome attendees (3-5 minutes)
- Listed as Joint Meeting Presenting Sponsor on all marketing material
- (1) complimentary conference registration

NAME BADGE & LANYARD SPONSOR - \$12,500

LIMITED NUMBER AVAILABLE (1)

- Exclusive logo placement on name badges and lanyards
- (2) complimentary conference registrations

CONFERENCE BAG SPONSOR- \$12,500

LIMITED NUMBER AVAILABLE (2)

- Large logo listing on conference bags
- Opportunity to provide insert for bags
- (2) complimentary conference registrations

EXPERIENCE PARTNER - \$5,000

CHOOSE ONE OF THE FOLLOWING OPTIONS:

REGISTRATION DESK SPONSOR (2 AVAILABLE)

- Option to promote via logo signage or video at registration table
- Listed on all printed marketing materials
- (1) complimentary registration

WI-FI SPONSOR (1 AVAILABLE) *THIS IS A FAN FAVORITE!*

- Exclusive logo on Wi-Fi use instructions
- (1) complimentary registration
- Listed on all printed marketing materials

SOCIAL MEDIA STREAM AND WALL SPONSOR (1 AVAILABLE)

- Logo on instructions (*distributed at registration*)
- Logo listing on screen prior to general sessions
- Signage with sponsor logo on photobooth backdrop (selfies, tweets, etc. using #SAC2024)
- (1) complimentary registration

REFRESHMENT BREAK SPONSOR (1 AVAILABLE)

- Exclusive logo placement on signage in break area
- (1) complimentary registration
- Listed on all printed marketing materials

LOUNGE/CHARGING STATION (4 AVAILABLE)

Specially designed space for charging devices

- Opportunity to play video or slideshow on TV in lounge area
- Listed on all printed marketing materials
- (1) complimentary registration



GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (1) - \$5,000

- (2) teams of four
- Hole sponsorship
- Listed as presenting sponsor on all signage & marketing materials (*website, printed material, signage, etc.*)
- Opportunity to welcome golfers at tee time
- Verbal recognition at breakfast, tee time, lunch & award ceremony

PREMIER REGISTRATION GIFT SPONSOR (1) - \$4,000

- Logo on approved items given to each golfer (*i.e. apparel, golf balls, etc.*)
- Logo on all signage & marketing materials (*website, printed material, signage, etc.*)
- Verbal recognition at breakfast, tee time, lunch & award ceremony

PREMIER SPONSORS (2) - \$2,500

- (1) team of four
- Hole sponsorship
- Listing on all signage & marketing materials
- Opportunity to welcome golfers at award ceremony
- Verbal recognition at breakfast, tee time, lunch & award ceremony

TOURNAMENT SPONSORS (UNLIMITED) - \$1,000

- (1) team of four
- Listing on all signage & marketing materials

BREAKFAST SPONSORS (2) - \$750

- Opportunity to exhibit and greet golfers at breakfast
- Listed on all marketing material (*website, printed material, signage, etc.*)

LUNCH SPONSORS (2) - \$750

- Opportunity to exhibit and greet golfers at lunch
- Listed on all marketing material (*website, printed material, signage, etc.*)

HOLE SPONSORS (UNLIMITED) - \$500

- Promote your company at a hole on the course
- Listed on all marketing material (*website, printed material, signage, etc.*)
- Signage at hole